

Colorado Maternal and Child Health Priority

Preconception Health (PCH) Annual Update

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Significant 2012 MCH Priority Achievements

- Through a contract with HealthTeamWorks, the Maternal Wellness team completed 12 Rapid Improvement Activities (RIAs) and four additional presentations to professional health organizations on the Preconception and Interconception Clinical Guideline. The purpose of the RIAs is to help clinics integrate guidelines into practice. Ten of the 12 RIAs were conducted in the Salud community health center system statewide. Participants in the RIAs included medical doctors, mid-level staff and other office staff; in total 369 staff members received training on how to incorporate the guidelines into clinical practice. An additional 125 health professionals were trained through attendance at one of the presentations.
- A written report of the formative evaluation of CDPHE's Reproductive Life Plan tool was completed and will be shared with other partners working on preconception health initiatives nationally. The purpose of the report was to 1) capture results from the process evaluation, 2) document the methods and challenges of the outcome evaluation, and 3) summarize the feasibility of a paper-based preconception health tool.
- In partnership with the Family Planning Program, changes were made to their client database to incorporate data fields that capture preconception care activities that occur during family planning visits. This change will also facilitate improved reporting on Title X activities. The Title X Family Planning manual was reviewed to ensure preconception concepts were adequately covered and no further changes were required. Family Planning providers were surveyed about preconception health knowledge, practice and barriers and this information will be used to inform the design of future training modules.
- The Preconception Health MCH Implementation Team (MIT) partnered with the Colorado Family Planning Initiative to help disseminate materials and information about the *Beforeplay* campaign to Maternal and Child Health partners. This campaign focuses on getting women and men ages 18-25 to talk about their reproductive health, including using birth control and planning for pregnancy.

Implementation challenges encountered

- The Preconception Clinical Guidelines companion checklist that includes CPT/ICD-10 billing codes for each preconception guideline element remains in draft form. A key staff member on the PCH MIT who was driving this project left her position in July 2012 and the HealthyWomen HealthyBabies workgroup has not been able to find a new person with adequate expertise to complete the project. This project will be completed once someone is identified who can verify the coding is accurate.
- Participation in the development of guidance for standard reproductive health services to include preconception health topics was limited due to uncertainty with the direction of the Affordable Care Act (ACA) at the federal level. Recent guidance on required women's health preventive services included preconception care as a component of the well-woman visits. The PCH MIT will continue to stay apprised of developments as implementation of the ACA moves forward and partner with the Health Systems Unit once it is fully staffed.

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- Development of the “Health Spa Toolkit” for colleges and universities was in the process of being developed by a sub-committee of the Preconception Health Advisory Committee. However, it was determined that this activity was unlikely to have an impact at a population health level and was taken off of the work plan. This activity will not resume in 2013.

Local public health agency implementation support

- The Preconception Health priority did not have a local action plan. However, two agencies, Tri-County Health Department and Denver Public Health, continue to do activities to address preconception health. During 2012, Denver Public Health completed Phase I of the Perinatal Periods of Risk (PPOR) analysis. Training on PPOR was offered to LPHAs in Fall 2011 and data for completing the analysis was provided by a staff member in Health Statistics during 2012. In addition, representatives from these two agencies actively participate on the Preconception Health Advisory Committee.

Lessons learned in 2012

- Currently, there are no evidenced-based strategies to promote the concept of reproductive life planning. In addition, the PCH MIT does not have adequate resources to continue to build the evidence-base for this strategy. The biggest opportunity to impact pregnancy planning is through improved access to birth control. This is currently addressed by the Colorado Family Planning Initiative and Title X Family Planning Program, as well as through recent changes to insurance coverage for reproductive health services, including access to birth control with no co-pay. Therefore, the PCH MIT will no longer have a specific action plan related to promoting intended pregnancy.

Next steps and goals for 2013

- The PCH MIT is currently reviewing PCH-related activities through the lens of the evidence-based public health model by completing a community assessment, review of the data, developing a statement of the issue and conducting a literature review. The community assessment step includes a survey of internal CDPHE programs to identify potential areas of collaboration, as well as a brainstorm session with external stakeholders who participate on the Preconception Health Advisory Committee. Next steps will be determined once the first four steps are complete, including development of a new logic model and action plan, if appropriate.
- The PCH MIT will work with the Health Systems Unit on ways to interweave preconception health concepts into the implementation of women’s health preventive services as a part of the Affordable Care Act.
- The Centers for Disease Control plans to launch a new social marketing campaign for preconception health, known as *Show Your Love*, in mid-February 2013. As more information is made available, the PCH MIT will explore opportunities for promoting this campaign within Colorado.